

1938

## The Iowa Homemaker vol.18, no.6

Ruth Jensen  
*Iowa State College*

Harriet Beyer  
*Iowa State College*

Berniece Williams  
*Iowa State College*

Ruth Hubley Thayer  
*Iowa State College*

Myrtle Campbell  
*Iowa State College*

*See next page for additional authors*

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### **Authors**

Ruth Jensen, Harriet Beyer, Berniece Williams, Ruth Hubley Thayer, Myrtle Campbell, Audrey Wells, Barbara Field, Marjorie Pettinger, Virginia Thompson, Nancy Fifield, Helen Greene, Grace Strohmeier, Winnifred Cannon, and Eleanor White

THE IOWA

# HOMEMAKER



1939

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# THE IOWA HOMEMAKER

JANUARY

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The cover bells ringing in the New Year, which were designed by Dorothy Parrish, A. A. Sr., remind us that it's time to write those resolutions on the note pad that she provides.

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# A College Girl's Creed

by Ruth Jensen



WITH the New Year comes thoughts of new leaves in our book of life. Desiring to start a new year with a clean slate, we make New Year's resolutions. Here is a new creed of living for 1939 to substitute for the long list of resolutions often tucked away and forgotten.

*I should like* courage to make my own choices; courage to hold fast the things that I know in my heart are safe and right. Then I may carry across the threshold of 1939 the riches of Faith and Love and Life.

*I should like* to be able to sort out the good things that came to me in the old year. For out of the past will grow the strength I need for the future.

*I should like* to look to a higher strength than mine for hope and courage in the year to come. I hope to hold fast to the power of prayer.

*I should like* to keep faith—my own and the faith I want to try to help others have.

*I should like* to keep some illusions. They are necessary to feed the soul, otherwise it would shrivel and die. They give a kind of glamour to days that would otherwise be dull.

*I should like* to keep tolerance and understanding and forgiveness for others. These qualities will help me make allowances for my fellow man, and help me to understand his trials and tribulations.

*I should like* to keep my appreciation

of beauty. I want to be able to look at a flaming sunset and love it all.

*I should like* to keep my enjoyment of good conversation and of friendships with others. I do not want to lose contact with my friends through the spoken word in this hurrying world.

*I should like* to keep my respect for my friends' privacy of mind and life. I do not want to pry into their thoughts merely to satisfy a morbid curiosity, but rather I want to stand open minded and hearted to receive confidences when they are offered.

*I should like* to keep my capacity to enjoy literature. I want to know that I can find courage, solace and a new world between the covers of a book.

*I should like* to keep my love of learning. I must not let the daily cares and tribulations of class room work dim or deaden my quest for knowledge.

*I should like* to keep my independent way of thinking. I do not want to fall into a rut and stagnate, or follow the crowd like a ewe lamb. Rather I want to think things out to my own satisfaction.

*I should like* to keep the ability to praise sincerely. This courtesy and consideration for others may be used as oil to make the wheels of life go smoothly. I want to be able to use that oil wisely.

*I should like* to keep love in my heart, so that I may give it to those who mean the most to me—my family, my friends and my God.



# Tea Timing in Taste

by Harriett Beyer

**I**S THERE any custom more truly social than that of pausing in the midst of a busy day to join one's friends in drinking a cup of tea? Gathering in informal groups to relax and chat for a short time, just as the shadows begin to lengthen and the afternoon's round of activities draws to a close, is a most refreshing practice.

In small gatherings of intimate friends, tea service is very informal. It is perfectly appropriate, and indeed, pleasant, for the hostess to bring in tea and hot water and prepare the beverage while visiting with her guests. She may serve anything she desires to accompany the tea. Many people enjoy, better than anything else, paper-thin bread and butter sandwiches. Tiny hot biscuits with strawberry jam are delicious, and assorted cakes and cookies add variety. However, there are no rules regarding this sort of tea. The delightful thing about it is its informality.

Teas given in honor of visiting guests, brides or newcomers to the community are a delightful way to entertain either a large or small group of people. Invitations to an informal tea may be telephoned, or visiting cards with "At Home" followed by the date may be used to invite the guest. You could substitute: the date, "Tea" and the hour. Every invitation should tell what, where and when.

If the hostess is entertaining only a few friends, she may write an informal note saying, "Won't you come over for tea at four on Wednesday?" If she is inviting many guests, the invitation will cover two or two and one-half hours; that does not mean, of course, that one arrives at three and stays until five-thirty. A guest may arrive any time within the hours stated, but not later than twenty minutes before the last hour given. For instance if a tea is scheduled from three-thirty to five-thirty, guests do not plan to arrive later than ten minutes after five.

The service for a large tea is usually the best that the hostess has to offer. The most delicate china and the nicest silver are brought out. The tea table is arranged with flowers in the center, and candles may be used. Many hostesses will serve both tea and coffee,

or tea and chocolate, placing one at either end of the table. The food to be served is attractively arranged on plates and placed on both sides of the table, with the silver, plates for the guests, and napkins.



If the tea is a large one, the hostess will probably want to invite one or two of her friends to assist by pouring for her. The pourers must be persons of charm and poise; they have responsible positions in entertaining, for they speak to all who come to be served whether they have been introduced or not. Relieved of the responsibility of presiding at the tea table, the hostess is free to receive her guests and mingle with them.

On arriving at a tea, a guest greets the hostess and acknowledges introductions. If possible, she has removed her gloves before greeting the hostess, for while not a breach of etiquette, shaking hands with one's gloves on is not particularly cordial. If there are a good many guests, one probably will not know them all, but any guest may feel free to mix with anyone, whether or not an introduction has been made. The important thing is to be sociable and friendly.

Where there are many guests, the hostess or her assistants will probably not be able to take each guest to the tea table to be served, but will merely pass among the guests inviting them to go to the dining room and have tea. A guest will go to the tea table where she is served a cup of tea and invited to help herself to the delicacies which have been

prepared. It will not seem impolite for a guest to help herself to something of everything; the food has been prepared with this in mind, and it is a compliment to the hostess to show that her efforts are appreciated.

A guest may remain at a tea as long as courtesy and common sense dictate. She will undoubtedly not want to stay

less than twenty minutes or more than an hour. When she leaves she thanks the hostess, and if possible, says goodbye to the other members of the receiving line; however if it inconvenient for her to see them all, she does not need to do so.

A popular variation of teas is a program tea. For such an affair, musical selections or readings are planned. In this event, the hour at which the program is to begin is stated, and guests are expected to arrive before this hour.

Another is the silver tea, which is usually given to secure funds for some charitable.

The hostess leaves a pretty silver dish near the door where it is easily accessible, and the guests drop in contributions of silver.

The sit-down or high tea is another popular tea. It is a combination of afternoon tea and early supper, is served around four-thirty or five, and may follow an afternoon of bridge, dancing or skating.

Although the menu may be rather elaborate, this tea is informal and friendly. For comfort and convenience, covers are set or individual plates may be placed on small tables. Like the formal tea, it is usually served buffet style from the dining room table. Also like the formal tea, the handsomest cloth and centerpiece and best china glass and silverware are used.

The custom of serving tea has been given to us from England. There it is as much a part of the day's routine as are breakfast, lunch and dinner. Although it is not as generally adopted in the United States as in Great Britain, in many localities it is an everyday occurrence, and throughout the country it is a popular form of entertaining.

Large or small, simple or elaborate, teas are among the most friendly and sociable of entertainments, and both formal and informal teas have become extremely popular in American life.

*A leading home economist gives news notes  
on home economics on the air*

## You and I and Radio

by Berniece Williams

**I**NEZ S. WILSON, home economist of the National Livestock and Meat Board, leaned back in her office chair, with a characteristic twinkle in her eye, and introduced her two right hand men: Miss Florence Plondke, who, among other things, arranges certain WOI talks; and Miss Mildred Bast whose pleasant voice is heard each Wednesday morning over NBC.

"I like to feel," said Miss Wilson, "that a writer or radio speaker has a genuine, inclusive attitude toward the audience—a 'you and I' attitude. Just to illustrate, a speaker once said, 'You will remember when John Barrymore in *The Royal Family* did so and so. I doubt if a soul in the audience had been to New York to see the play, but he included them in his experience. If he had said, 'When I was in New York,' thus putting

himself in a special category of those who go to New York, he would have built up a barrier of resentment.

"However, this 'you and I' attitude has at times been over-preached. The result is apparent insincerity. Trying too hard to sound 'visity' sounds like condescension. Above all, writing for radio or anything else must be sincere. The best way to 'ring true' is not trying to be anything other than just yourself. Sometimes the tendency toward cleverness runs away with us. We don't have to be funny to tell how to make a pie. The information, if it is complete, is worth while in itself.

"The importance of getting all the facts can't be over emphasized," Miss Wilson continued. "Exhaust the subject matter! If you are just giving a few facts about pork chops, know all there



*Inez S. Wilson, home economist of  
the National Livestock and Meat  
Board*

*Miss Florence Plondke places a roast in the oven.*



is to know about pork chops before you write it.

"A good many foods programs on the air are written as dialogues now. I think it is more difficult, especially if the dialogue is with another home economist. I learned this in a very embarrassing way." (Miss Wilson has a delightful story telling talent and likes to tell them on herself.) "After carefully writing out questions for the radio station home economist to ask—with the answers all there for me to give, the lady said, 'It's all very good, but I would like to make some changes, if you don't mind. You see, I might not know all these answers, but for the sake of my job, my public and employers must believe that I do.' So I learned to write such facts in dialogue form as: 'You too, no doubt have noticed—,' and 'I suppose you have discovered—,'"

According to Miss Wilson, the field of home economics journalism is just opening up. "Advertisers have a right to demand adequate editorial treatment, and newspapers are waking up to the importance of employing more home economics trained women.

"I believe the ability to write can be developed. There may be exceptions—people who simply cannot express themselves in writing, but with practice there will come a time for many when talks and articles will need but little editing."

Miss Wilson admits she is a crab for good English, and that she is sadly distressed by unwarranted mixtures of singulars and plurals and all such garblings of the king's grammar. "I know your Home Economics courses have to be crammed with science—and you'll use it, but as a last bit of advice, squeeze in all the English and journalism you can."





This authoritative article presenting the ins and outs of the field of fashion is reprinted from "The Matrix," official publication of Theta Sigma Phi, with permission of Lucy Rogers Hawkins, editor, who visited Iowa State recently.

## Your Fortune in Fashion

by Ruth Hubley Thayer

ding promotion and publicity for a gargantuan like the Chicago Merchandise Mart.

News—new products, new designs, new business, new events—all hold potential jobs for enterprising women. But they're not defined. They can't always be spotted by the inexperienced. The smarter ones bird-dog them out, make something of them, often to the tune of a five cipher annual salary.

All right. Sounds rather exciting. But where do you break in? What do you do first?

### Breaking into Fashion

Well, I've been talking lately to some of the smartest women in fashion—women like Mrs. Ethel Kremer, executive secretary of the Fashion Group, and Elizabeth Chadwick, fashion representative for Proctor and Gamble and the Compton Advertising Agency. And from such women, women who've climbed all the way up through one of the most competitive and demanding careers open to women, come some suggestions worth listening to. That is, if you want a job!

First, they advise, a little self-analysis! Why do you want to get into fashion work? Are you merely be-glamoured by the tales of success you've read about in this field by the belief that there are easy and exciting successes to be picked from this career? Sure you haven't picked fashion as a line of least resistance, because you can't think of anything else you want to do?

Because, they say, it's tough. There are no easy successes. If you haven't the health or the stamina to bear up under terrific pressure, don't woo fashion. And if you haven't the patience for a good stiff apprenticeship at low pay, better forget it. For there's one type of background knowledge you're going to have to build for yourself and you won't get rich at it. That's retail store experience. There's no substitute for it. Whether you work behind the counter or go into the advertising, merchandising, or comparison officers of a store, you've got to stay till you get that "feel" for merchandise, till you get your finger on the public pulse, till you develop that sixth sense that tells you what will sell and why.

Unless you have this experience or its substitute, you'll never get very far in fashion. A story copywriter's got to have it to write "selling" copy. No girl is useful to a manufacturer till she understands merchandising methods. No fashion editor should touch finger to typewriter without it. It's invaluable

background for fashion work in an advertising agency. . . . .

### Beware New York

Most girls gain their initial experience out of New York—many of them were brought to New York because of good performance elsewhere. Mrs. Kremer believes this can't be stressed too much. You see, a part of her job is acting as a clearing house for fashion jobs under the supervision of The Fashion Group—a national organization of women in fashion. And past Mrs. Kremer's desk flows a continuous stream of girls looking for a niche in the New York fashion scene. Passing years don't dull her continuing amazement at the lack of background most of the applicants bring with them. Many have no retail experience. Most have little knowledge of the field and its opportunities or its needs. Says Mrs. Kremer: "Don't come to New York until you have some experience to talk about. And don't come unless you can afford to stay for several months and really conduct a campaign of job-hunting. Or unless you can afford to take a low-pay, stepping-stone job as a starter."

### She Rose to Success

And her views are checked by Elizabeth Chadwick of Compton, who came into fashion via a very unconventional and exciting chain of circumstances. Miss Chadwick, you see, started as a Seattle Junior Leaguer, with not a career idea in her head. One fateful day, however, she was roped in to sell space for a Junior League program and that year the program made more than ever before. So when Harper's Bazaar started organizing its Deb bureaus she was set to selling subscriptions, and such a flood came through from Seattle that the home office about fell off its chair. When the Deb bureau organizer got herself married in mid-trip, there was not much time lost before Betty Chadwick got the job. And there she was, travelling up and down the coast with nothing else to do in the lonely evenings except write opuses to the home office. They must have been masterpieces for Harper's Bazaar shortly summoned her to New York, put her in a cubbyhole, and ordered her to produce another "Gentlemen Prefer Blondes!"

From that fate she was rescued by the advertising manager, who saw a much better salesman than author in the girl from the west. And for quite some time following Miss Chadwick travelled in the East, selling space to manufacturers

(Continued on page 15)

**S**O! You want a fashion career. You think there are fortunes in fashion. You like the idea of working with clothes, of trips to Europe. Ummm.

But look. Let's stop jangling our bangles and get down to cases. Let's see what potential jobs there are for women today in the fashion world—jobs, specifically, that call on your ability to write. And let's see if you and you and you will fit into the world.

Start with retail stores. They need advertising managers, fashion copywriters, women to handle promotions, direct publicity. They need women to produce newspaper and magazine copy, to build catalogues, to write stuffers to go out with the bills. Occasionally, as with Bonwit Teller's "Smart Woman's Angle," there is a store magazine to edit.

Take manufacturers of apparel and fabrics and accessories, of luggage and handbags and shoes and jewelry. They need advertising managers, publicity directors, copywriters, stylists, sales promotion managers. Wholesale houses like Montgomery Ward and Sears Roebuck draft those armies of copywriters adept at cramming three lines of caption with three tons of selling dynamite. Trade magazines and papers of the field like Women's Wear Daily, Dress Accessories, and Infants and Children's Review need reporters to comb the markets, interpret trends. Consumer magazines and newspapers need fashion editors, fashion columnists, fashion feature writers. Advertising agencies need fashion copywriters, liaison people to work between manufacturer, retail store, and agency.

### A New Field

Those are some of the established jobs—jobs that are pretty much earmarked "For Women Only." But the boundaries are being forced out little by little! You hear of some pretty amazing jobs the girls are creating for themselves these days, jobs like running fashion shows over the air, directing the fashion activities of a World's Fair, han-



## Flashes from the Field of Research

**R**ECENT advance studies made in the various fields for master's degrees reveal interesting facts about children's literature, residence in cooperative halls at Iowa State, laundering and fabrics. These studies, which were conducted at Iowa State College, represent research and the newest information on everyday subjects.

### Children's Bookshelves

The up-to-date person no longer thinks of children's books as synonymous with fairy tales. Most in demand are stories of American life, reports Mrs. Dorothy J. Funk who received her Master of Science degree majoring in Child Development in July, 1938. There has been a steady and conspicuous decline in the demand of children's literature of religious and moralistic nature in the last ten or fifteen years when the present college student was reading children's books of this nature.

Now, books dealing with technological and scientific subjects and foreign life and customs are read more frequently. Books of humor and nonsense have had a constant demand. According to the reports of children's librarians and book publishers, approximately one fifth of the books published are fairy tales and imaginative material.

A child's environment and individual qualities affect his reading choice. Boys tend to select different subject material from that chosen by girls, and children coming from homes where books are a part of daily living tend to have a more favorable attitude towards literature than children from homes of a low economic level where books are less easily available. Likewise a child of high mental ability

by Myrtle Campbell

tends to read more than the child of low mentality.

Children's literature is seldom classified except as to good or bad books; for this reason a survey was made of thirty-two current publisher's catalogues in which 2,140 books were listed for children up to the age of ten. Of the total number over 21 percent fall into the class of fairy tales and imaginary stories; 20 percent are stories of American life; 19 percent deal with foreign life and customs; over 16 percent are books of nonsense; and 41 percent are concerned with religious and moralistic elements. The preceding findings and more extensive data are included in the graduate thesis, "Children's Books as a Potential Influence on Standards of Living," written by Mrs. Funk.

### Women in Cooperation

The need for saving money is one of the factors leading 191 coeds at Iowa State College to live in cooperative halls, but it is not the only reason for their choice. A study made by Miss Lorissa Sheldon, instructor in the Institution Management Department shows that more than half of those who selected to live in one of the two halls where kitchen and household duties are performed by students did so for other than just financial reasons.

Among these other reasons was the belief that performance of such duties enables the women to obtain practical experience which can be gained in no other way while attending college. Many also feel that a closer feeling of friendship grows out of group work, while the weekly change of committee

members for various duties decreases the possibility of small exclusive groups within the halls.

In spite of the hall responsibilities assumed by the students, their grade point averages were comparable to those of students of the same class living in other halls and houses. Performance of the hall work was believed to be an aid to the cooperative women in efficient organization of work in home economics laboratories.

Miss Sheldon's graduate thesis, "Relative Advantages of Residence in a Cooperative Dormitory," was submitted when she received the Master of Science degree in June 1938 majoring in Home Economics Education and Institution Management.

### Fabrics

#### With 200 Washing Lives

"I'm afraid to launder this fabric" has often been the confession of many homemakers and so Jane A. Roberts has attempted to settle the problem by making practical tests on average household fabrics to see their resistance to different methods of laundering. She studied samples of the materials after the first, twenty-fifth, fiftieth, hundredth, hundred and fiftieth and two hundredth laundering and found that the greatest change occurred between the new and laundered fabric, but not between the laundings themselves.

The greatest change was in the added thickness of the fabrics after they had been washed and those which were thickest were also heaviest in weight at the end of two-hundred laundings. These facts were due to the increased thread count. According to this study Miss Roberts concluded

*(Continued on Page 15)*



# From Cellulose to Satin

by Audrey Wells

**W**HAT is it that is used for the filmiest, gossamer veil on a hat on Fifth Avenue and for the strongest, toughest water-resistant fisherman's nets in New England, with over 450 uses in between? It's rayon, and it still has a great field, with many possibilities.

Rayon is a man-made fiber, which man, in producing, tries to follow as closely as he can the process used by the silkworm in producing silk. The raw material is "digested" by chemicals in a vat to make rayon, much as the stomach of a silkworm makes silk.

The silkworm has two small openings through which it squirts the liquid that congeals as soon as it gets into the air, and then is spun around himself. In the case of rayon, the raw

material is pushed under pressure through microscopic apertures in a platinum spinneret. These openings are sometimes only .003 inches in diameter. Machines then catch the congealed fiber as it leaves the spinneret and spin it into yarn.

The rayon waste, chiefly the fiber discarded during the manufacture of the yarns, although the best waste is from the winding and spinning departments, is used to make spun rayon yarns, or is combined with other fibers and spun into union material.

When rayon first came on the market in 1911, it was an ugly, sleazy, pink shiny stuff that was sold only in bar-

gain basements. At first improvement was slow. Then, when many women of clubs all over the country began objecting to the misleading names placed on rayon, and its various other faults, rayon really improved—the fiber itself improved, better patterns were woven, lovely clothes were designed, the advertising field began to include more rayon producers. The product was also afterwards called by its honest name. Rayon is now usually clearly marked, as slightly, medium, or heavily weighted.

Today rayon is no longer just a substitute for silk. It has a definite character of its own. It ranks in beauty with silk but costs less. Although pure silk is the strongest of all fibers, good rayon wears well, and rayon taffeta will not crack, a bad fault weighted silk taffeta possesses.

However, there are still objections to rayon. Acetates must be ironed with a cool iron, as they will melt under a hot one.

Rayon stockings have not yet shaped themselves to the foot, although one manufacturer claims he has a new rayon that will correct this fault. When wet, rayon loses from 40 to 75 percent of its strength, therefore it should be handled very carefully in washing.

The advantages of rayon are many. Rayon can be made in many thicknesses—that is, the diameter of the yarn may vary. It can be heavy or light, and of any length. Rayon resists water, abrasion and sunlight to a great extent. It is also a friendly fiber and will combine easily with silk, wool or cotton. Rayon is a smooth fabric, and is therefore not readily soiled. White rayon will not turn yellow in washing or dry cleaning. The filament can be regulated in the making, to be either dull or lustrous.

Rayon is classified into four main types: nitro or Chardonnate rayon, cuprammonium, viscose and acetate, of which viscose and acetate are the most common and popular.

The manufacturers of acetate claim it is more immune to stains, such as perspiration, grease, ink, fruit juices, will absorb less moisture and has better draping qualities.

Rayon has made tremendous strides in the textile industry. The trouble people have had with it in years past is due mostly to their lack of knowledge about its characteristics. If handled properly, it will give satisfactory wear.

The demand does not exceed the supply. Its popularity evidences the fact that rayon is definitely here to stay, and is taking its place among the top products in the textile world.





# Sally suggests Wardrobe Resolutions

by Barbara Field

**N**EW YEAR, new styles, new clothes new colors—Be a new person with the new year—a chic Miss 1939. Write down your resolutions or say them to yourself, but be firm.

*Enjoy winter sports! is resolution number one.*

Enjoy them twice as much because you know you can look attractive and still be warmly dressed. Functionalism is now as important in our clothing as in our household furnishings. One piece flannel skating dresses in pastels and whites rival the up to the minute two piece skating suits. There are oodles of practical sweaters and skirts that look well and are protective from the winter weather.

Knitted peaked caps tie under the chin keeping a great portion of the head warm. These may be matched in colorful mittens. Smart for shopping or class-wear are the checked tweed jacket suits with full swing skirts. You can wear them skating right after school.

Pastel angora baby sweaters worn with circular flannel skirts in contrast cut a pretty figure on the ice.

Double breasted ski jackets are in bell hop or hip length. And the materials for warmth and good service are tweed, windproof cotton, and gabardine.

*Resolution number two . . . About hats and more hats.*

Try on a Polish Peasant hat. There are many sewn braids—fine and coarse. Jersey and striped ribbons appear in whole hats and as decoration. Veiling is used as a hat fabric. There is a new blending of color.

A new double brim that obviates a bandeau is shown. These brims follow the same line in front but separate at the back, one taking the place of the rubber and holding the hat to the head by going under the edge of the hair.

Reappearing is the sugarloaf Directoire poke bonnet. Paris favors new hat colors in grain yellows, blues and fuchias.

Hats come in many materials this season. It is easier now to get just the right thing to go with the right coat, dress or accessories. There are lacy, dressy effects in the rustic braids. Surrah, faille, taffeta, moire, felts, mat taffeta and novelty ribbons are a few of the fabrics shown . . . many of them in stripes.

*Number three . . . To look lovely in the evening.*



The crisp taffeta evening gown with bursts of fullness from tucks and gathers in the front of the skirt in the darker shade . . . the bodice of the lighter shade is featuring. Another idea is a gray bouffant skirt of gunmetal lame with fitted bodice of emerald green crepe. Or you might be saucy in a blazer striped jacket in wine on white accompanying a full gray satin skirt. If you are interested in a slender frock, it might be done in gray crepe.

If you prefer the demure femininity of the full skirt another suggestion would be gray slipper satin with self ruches. Glitteringly bright, gay and effective is the white rhinestone studded evening dress. Net in an evening picture dress is listed among the best sellers.

Bunny jackets are not sufficient unto themselves anymore. They call for a matching muff. Rivaling the bunny jacket and the classic black velvet are the new, smart, and practical untrimmed tweed wraps in bright shades.

*New Year's resolution number four: I resolve to make use of the new colors.*

Flame red rivals rosy tints and geranium. The warm new blond tobacco follows the trend toward jonquil yellow and shocking pink. The old standbys—black and navy—are smarter than ever and more important to your wardrobe. Gray is in an abundance of textures and a variety of finishes. In other words, use quantities of gray.

*Resolution five: To consider sweaters, jewelry and boudoir slippers.*

Pendant necklaces come in sets such as the flower cluster and bangle jewelry. Pearls in single strands and many rows

date back to the popular Victorian brooches.

American women buy millions of sweaters each year. No wonder the manufacturers make such a variety for every need. Soft and attractive in many colors are the styles you love so much . . . cardigans, slip-ons, golfers, cloud puff pull-ons of French angora, gros-grain banded cardigans, and half wool-half angoras.

Your boudoir will be very attractive indeed if, while you are in it, you will wear quilted velvet rayon mules with fur wings, chiffon satin olmpiads, or soft satin platforms with padded soles.

*General keeping up to the minute on clothes is a pretty big order, but that's resolution number six.*

Coats are more important than suits. They are tightly fitted or straight and loose, sometimes with a full back. If in black the lining is found to be a bright contrast. There are red print dresses to wear under black coats. Embroidery and black persian lamb trim are featured on the big sleeved coats. Ultra smart for the college girl is the hooded sport coat in untrimmed tweed.

Jackets in waistline length go with pleated skirts. Wool chenille basque jackets find gay trim in metal and wool embroidery. Fur jackets still feature chunky sleeves. Quilted kid jackets do double duty for evening and daytime.

More best sellers are print top dresses with boleros, tailored prints, paisley, monoastic, all over pleating, and puckered and shirred crepes.

Hair shows softer and more becoming lines in back with a waterfall coiffure topped by black velvet and a white gardenia.



# WHAT'S NEW IN

## Textiles and Clothing

According to tests run at Iowa State College it is not high temperature alone, as is commonly supposed, that causes shrinking and felting of wool blankets. This, together with friction resulting from excess washing, causes the greatest amount of shrinkage. It was found that the best results in laundering an all-wool blanket at home are obtained by washing, rinsing and drying the fabric at room temperature with the washing time reduced to the minimum. Three minutes is sufficient time to remove soil from the fabric.



Nylon, a new synthetic yarn of remarkable strength and fineness is made from coal, air and water, and may revolutionize the silk stocking business. It is a synthesis of native raw materials of a wholly new group of chemical compounds, meeting definite deficiencies in existing industrial markets of imported materials. Of particular promise is its use in high twist yarn for fine hosiery for it possesses extreme sheerness, high elasticity, high strength and improved resistance to runs. Other potential uses are sewing thread, knit goods, brush bristles, racquet strings, fishing lines, velvets, transparent wrapping fiber, plastic compositions, textile finishing agents, and coated fabrics.



A wool-like fiber is now being made from casein, a component of skim milk. The casein fiber has a chemical composition almost identical with wool and has the characteristic fine kink of natural wool, enabling it to be readily blended with it. It has an advantage

over kinky fibers made from plant materials in that it takes wool dyes. Because the fibers are smooth rather than scaly it cannot be felted. It does not shrink as much as natural wool. The fiber is faintly yellow in color and resembles washed and carded wool.



A new continuous process for the production of rayon has gone into large-scale commercial use. Starting with cellulose sheets at the top, the process finally winds completely finished rayon threads, ready for delivery to textile mills, on bobbins set low on the floor. Differing from conventional procedure, the rayon is not spun and wound on the bobbins immediately after being formed, but is bleached, shrunk, prepared, dried and twisted before being wound.

## Foods and Nutrition

Here's a trick for turning out tender flaky pastry. Instead of flouring the pastry board, cover it with a heavily napped turkish towel and roll out the dough on the towel. The rough surface of the towel keeps the pastry from sticking and takes the place of flour, which would have a tendency to toughen the pastry if used too lavishly.



Crisper waffles can be made when the waffle grids are higher and nearer together. A soft and more moist waffle results when the grids are farther apart. The average time for baking the first waffle after the preheat period is three minutes and the second, third and following waffles, in general, take slightly

longer to bake on account of the cooling of the iron. Tests show that a tablespoon of batter to each section of an iron is the general rule.



Potatoes ranked as most popular, carrots fell in the intermediate group and cauliflower was the lowest ranking



vegetable in a survey conducted for high school students to determine their vegetable preference. The six most preferred vegetables were potatoes, peas, corn, sweet potatoes and green beans. Vegetables of least preference were turnip greens, cabbage, asparagus, turnips, onions, squash and cauliflower.



Give the Iowa corn farmers a "break" by using dextrose, a by-product of corn. Home canning is one way of using a reasonable quantity of dextrose to good advantage. This type of sugar enhances the flavor of canned fruits and contains few organisms which cause spoilage.



The problem of safe locker storage for meat has arisen with the increase in the use of frozen meats. Without destroying its palatability, meat can be stored 12 months. All stored packages must be dated to insure that no meat is left in the locker for a longer period.

## Applied Art

Candles shaped and colored to look like fruits and vegetables, trees and toys are new and attractive. Visualize clusters of these with your gay pottery. Their arrangement will differ from the old arrangements; they must march down the center of the table or huddle together according to their weight.



A sparkling new canape set is designed to promote the average hostesses into the rank of gracious entertainers! A beautiful tray featuring a conventionalized porcupine, richly finished in brilliant red enamel, is firmly poised



# HOME ECONOMICS

on a circular, gracefully arched base of polished chrome, which exactly fits the sunken interior of the tray. The porcupine bears a dozen replaceable vari-colored pix.



A novel type ceiling has been designed to aid in the lighting system of a room. Based on the belief that a bright surface not only distracts the



eye but fatigues it as well, this new ceiling has been finished with dull aluminum paint, with a ridged surface to control reflection of light from light sources suspended below it.



A new group of plain color pigments in light green and blue shades have been made possible for use out-of-doors now. Light shades in these shades have not previously been possible because of fading.

## Household Equipment

Now you can see how much water the teakettle contains at all times and you can watch it boil. A new 2½ qt. teakettle is made entirely of heat proof glass with a lock-on cover for pouring and a strong, correctly shaped, glass "trigger" handle with decorative chrome bands. Its many uses include use as a soup kettle for stewing fruits and vegetables, for table serving, and in the refrigerator for everything from iced drinks to milk and cocoa.



Poultry grippers hold down the most obstreperous of birds. Rubber suction cups grip the platter and the fowl is pinned securely on stainless steel spikes which are fastened to suction cups.

You can now buy utility shears which come apart for cleaning with one movement and which make short work of gristle and joints.



A table tray and insulating pad have recently been added to the aluminum serving oven, used for reheating baked foods on top of the stove. These improvements made it possible to set the

open tray on a table without danger of scorching the cloth or marring the surface of the table. One side of the insulating pad is covered with aluminum foil, the other with a layer of cork.



Matching the serving oven is a new version of a cake box which makes it possible to prepare sandwiches hours before serving. In the top of the cover is a tiny humidifier which keeps cake, cookies or sandwiches fresh and moist. The bottom of the aluminum container can be used alone as a serving tray.



A ham-holder to simplify carving is now on the market. The instrument is a metal rack set at an angle to make slicing more easy. A handle at one end necessitates the use of only one carving instrument.



No curling or spattering of grease is the feature of a new bacon grill. The instrument may be used over either gas or electricity. The bacon is done on both sides in 3 to 5 minutes and the grease drains into a drip pan below.



A new and more sanitary type of milk bottle pouring lip has been developed. Ordinary-shaped milk bottles spread the milk over nearly two inches of the mouth of the bottle, while the new design restricts this spread to about a half inch.

This new type will require less than half the amount of paper and metal originally used to cover and protect the top of the bottle. The changes in the milk bottle involve only the shape of the pouring lip. In the new bottle it consists of three recessed angles or rings

at the top of the bottle which make the milk pour sharply instead of clinging to the surface as in the old style bottles.

## Institution Management

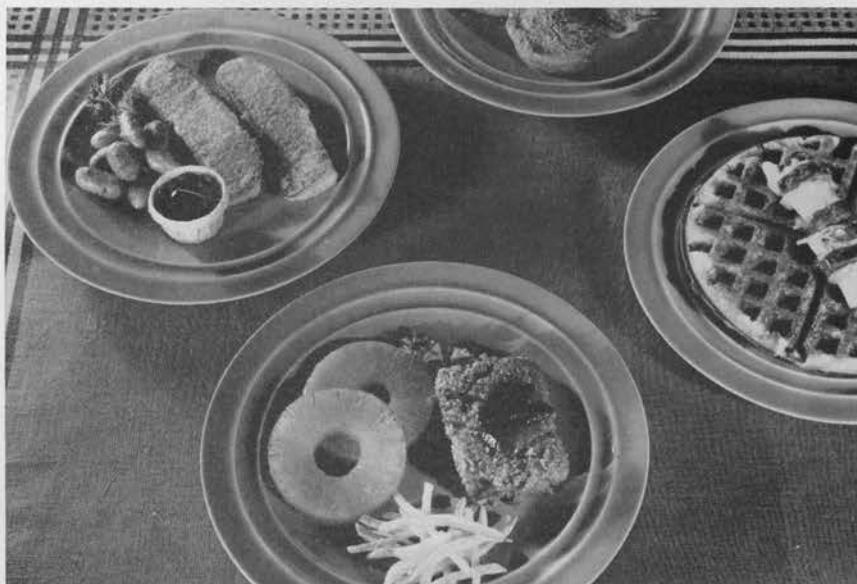
Some new products on the food market include:—a canned lima bean loaf which is neither precooked or preheated—liquid ginger for cooking and canning—sliced, sugared and quick-frozen apples in five pound containers ready for use in making pie, brown betty or apple fritters.



An air line hostess reported her difficulty in keeping fruit salad looking well because the apples and peaches discolored so rapidly. Scientists advised the use of thiocarbamide, a non-toxic and tasteless substance which allows the fruits to retain freshness for many days. However, thiocarbamide is not always available and ordinary pineapple juice will do the work just as well.



Strawberries too ripe to be shipped may soon find a much wider market. Scientists recently have made a sirup by crushing freshly culled strawberries, and adding both cane and corn sugar. After filtering, clear sodium benzoate was added for a preservative, as the product was stored without sterilization. When it had been stored for a year at room temperature, the sirup lost none of the characteristic strawberry aroma and taste and made a delicious beverage.



# Good Light for Good Sight

**L**ET'S be "eye conservationists." Since we have only one pair of eyes to last us a lifetime it is better to strengthen the eyesight by normal, healthful use than to weaken it by straining to get along under bad lighting conditions.

A survey of lighting conditions in dormitories and sororities shows that most of our rooms are incorrectly and inadequately illuminated. It has been said that light is almost as necessary to us as the air we breathe. Over thirty percent of the young people in schools today suffer from defective eyesight resulting from neglect of proper lighting conditions.

As far as lighting is concerned, conservation of eyesight involves two distinct problems—insuring proper illumination and utilizing it correctly. Common faults in lighting conditions are: insufficient light, light that glares, spotty

by Virginia Thompson

lighting, and improperly located lamps. To correct these faults, a room should always have general as well as local lighting. As a rule general lighting is obtained by a central ceiling fixture which may furnish semi-direct or direct lighting. This has a tendency to decrease shadows.

Local light is necessary for studying, applying make-up, reading, sewing and similar tasks. Local lighting may be supplied by portable lamps. Inside frosted lamps are recommended for general use. When it is necessary to use a lamp over 100 watts, all frosted lamps are recommended. All light sources should be located higher than the objects to be viewed. Do not depend upon purely decorative lighting for reading as adequate intensities of illumination

do not usually accompany purely decorative lighting.

White and yellow lights are considered the best for most uses. Recommended wattages for different methods of illumination are: semi indirect—small rooms 50 watts, large rooms 200 to 300 watts; direct light cluster fixtures—20 or 40 watt lamps in each socket; white glass enclosing globes—100 to 150 watts; decorated enclosing globes—small, 60 watts, large, 100 watts; portable—60 watts, in each socket; and indirect portable—200 to 300 watts.

In illuminating a room it should be remembered that all light sources should be shaded. Glare and spotty illumination are practically eliminated by shades. Shading will reduce brilliance; but unless sufficiently high wattage lamps are used, shades will remove glare only to replace it with shadows and dimness. It is important to use sufficient light properly applied so that shadows and brightness are reduced to a minimum. The shadows in your room should be soft, not harsh and black.

Here are a few practical suggestions to improve your lighting with little trouble and expense:

1. Keep your lights clean. A film of dust and grime can cut down light 20 percent.
  2. Be sure reflectors are spotlessly clean.
  3. The shades on reading lamps should be light colored to reflect a maximum amount of light downward.
- The I. E. S. lamp is approved by the Illuminating Engineering Society. Its translucent bowl softens and diffuses light, thus preventing glare from the lamp or shiny paper. Light is also sent to the ceiling to provide general illumination. The inside reflecting surface of the shade reflects several times as much light downward as does the ordinary shade.

Any lighting which is suitable for the work to be done under it will conserve and develop the eye. In most cases comfort and ease of vision may be taken to indicate a good lighting condition.



All over the country community agencies are accepting more and more responsibility for the operation of WPA nursery schools. During the summer of 1938, institutes were held in almost every state at which the teaching problems were discussed, new methods proposed, and materials produced for use during the coming year. Joint conferences of nursery school and adult education teachers resulted in a better co-ordination between the agencies' and the schools' programs.







## Centerpiece Styles

by Nancy Fifield

**H**AVE you ever thought of using book ends, a glass celery dish, mustard and chilli pots, or a German Band to decorate a table? Table decorations can be fascinating if one does not wait until the very last minute to think of some new and clever ideas.

Following the first suggestion there are glass book ends which are available in the form of evergreen cones. Two of these are arranged in the center of dinner sized glass plates with small boughs and button chrysanthemums laid around them.

One plate is placed at each end of the table and four candle holders are used running lengthwise between them. Candle holders which are in harmony with the glass cones are made of four glass balls. The glass balls are arranged on a small glass base with three of them on the bottom and a fourth on the top which holds the candle.

The next suggestion offered is to use a celery dish. This should be a fairly long, narrow and shallow dish. In this, arrange your winter flowers, such as the button chrysanthemums. On each end of this dish any number of low candle holders can be placed, depending upon the length of your table. Clever holders for this arrangement are those in the form of flowers. These can be obtained in department and china stores for about fifty cents. This table setting is best adapted for a long narrow table.

The mustard and chilli pots which can be used may be a set of three glass pots on a leaf of maple wood. Two of these sets are used, placing them so that the stem end of the leaves meet in the middle of the table. The pots are arranged in gradation with the largest ones in the center. Grapes

are draped over the sides of the pots with a few flowers in the middle.

Flowers and fruits are being used together very much again this year. They may be used together in urns of pottery which are placed on either side of a German Band decoration. Each of the four individual figures about six inches high holds a musical instrument. They are very new and can be purchased in brown, blue or yellow pottery.

All types of figures from German Bands to Mexican dancers may be used, and Dresden figures will never grow old. Animals are also taking a definite place in table settings. A suggestion along this line is to have a statue of two horses standing among real autumn or spring leaves as the center piece. Carry your color scheme through with dark brown pottery dishes. This setting is used for a breakfast after an early morning riding party.

For a sophisticated dinner—one that will rate many compliments from your guests—a pair of graceful dancers in red and black Mexican costume could be used. These two statues are about eight inches in height. Used with black or red pottery they make a simple, effective table decoration. The figures also are obtainable in Spanish or Russian costume.

The adorable fawns that are now so popular for plants can be used equally well as a centerpiece. Use several of them in different colors or all in the white placing them in a circle around a high silver or pottery cake plate. Arrange fruit on the cake plate. This is only one of many ways in which the fawns might be arranged. Another way is to place them facing the plate.

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During your vacation

# Explore your Vocation

**D**ON'T put off until tomorrow what you can do today," and if you're anxious to have work this next summer, don't wait too long before applying. Mrs. Mary Elva Sather, assistant to the dean of Home Economics, helps students secure summer work when it is available. Bits of experience gained while still in school are valuable after one has been graduated, according to Mrs. Sather.

Each student desirous of obtaining a summer position may file an application with Mrs. Sather. The following information is requested of each applicant: name, age, home address, major, type of employment wanted and previous practical experience. Papers with this information may be filed with Mrs. Sather now.

Requests come to the college from camps for students to teach art and crafts or to act as dietitians and assistants. Also hotels and cafeterias are sources of positions as waitresses. These offers mean an exceedingly small salary, but to most undergraduates the experience is of primary importance. Often opportunities are open for girls to spend periods of 6 to 12 weeks in kitchens of hospitals. Many hospitals are willing to help girls in the summer by allowing them maintenance in return for their services.

Mrs. Sather advises students to work near home, otherwise the small salary which they do earn will be spent for trainfare. It is not advisable to choose a camp which opens before Iowa State's final examinations are over.

**B**UYING clothes for college is one of the greatest problems in the young freshman's life. Department stores which have established an interest in coeds by creating "College Shops" are growing in popularity. Women attending various colleges are employed in these shops to give helpful suggestions in selecting a wardrobe. Barbara Field, T. & C. Jr., was employed last summer by a large Chicago department store to represent mid-western schools. "When customers seemed hesitant we felt free to advise them which garment was best suited to their needs," she said.

To be successful in salesmanship, however, one must understand what goes on behind the scenes. Therefore each girl employed was submitted to

by Helen Greene

the regular training course which consisted of store management and selling. "Following the brief preparation period, I was ready for work August 1 when the college shop officially opened,"



Barbara stated when discussing her job. "A large portion of my work was modeling the clothes on display. Salespeople must be alert and on their toes if they're going to please the public."

**T**AKE me back to Colorado to stay" has been the cry of Margot Bacon and Maxine Anderson since they returned from spending last summer at a private lodge in Boulder Canyon near Boulder, Colorado. Surrounded by snow-capped mountains and cold silvery streams the summer resort presented a delightful spot to dine.

Serving 30 people during the week and 150 on Sundays necessitated the employment of three women. From the middle of June to the first week in September their duties consisted of food preparation, table setting and serving of the guests.

"The salary, though it wasn't much, was actually doubled in the amount received from tips," according to these Iowa Staters. "Our greatest profit was the experience we gained."

**A**N interesting six weeks was spent by Dorothy Evans, Dietetics Sr., as assistant dietitian in St. Joseph's Mercy Hospital, Sioux City. "The work which I did," Dorothy said, "was a sample of those duties of the student dietitian in her 12 months training following graduation. At certain times

I helped plan the menus as well as prepare the food. In the Special Diet kitchen were 12 to 16 trays to be taken care of for each meal. These trays, of course, demanded special nutrition requirements which meant planning and weighing of the food. As a part of the dietitian's work I visited each patient for whom I prepared a tray," Dorothy said.

**"S**EEING is believing" is a slogan of the older generation which still holds true today. Convincing the homemaker by demonstrating the efficiency of household equipment is no easy trick," according to Lillian Rhoades and Marian Weinell, H. Ec. Srs., who were employed by Laclede Gas and Light Co., St. Louis, Missouri, for the purpose of demonstrating equipment which was of interest to every homemaker.

The two young women spent the first six weeks of the summer in training for their work. The demonstration work was carried on in the various department stores having household equipment sections. Testing recipes and preparing the food for demonstration comprised the duties which were frequent and important. Occasional home service calls added variety to the routine work. Classes were conducted for brides and Girl Scout organizations which provided channels for additional knowledge of demonstrating.

**O**PAL HILL and Irene Halstrom, H. Ec. Srs., obtained positions in the Kahler Hotel in Rochester, Minnesota. Located directly across from the Mayo Clinic, people of public prominence such as President Roosevelt frequently stay there while in Rochester. Following final exams last spring Opal and Irene left for Rochester and spent the first two weeks in training as waitresses. Others at Kahler Hotel were Bernice Shepard, Dorothy Wenke, Dorothy Baltz, Evelyn Turner and Dorothy Holt.

"If at all possible it is desirable to spend the last two weeks with the chef studying the various divisions of the kitchen work," according to Opal and Irene. They were conscientious observers of the pastry department. Waitresses were permitted one day off a week. During these periods Opal and

(Continued on page 13)

# Alums in the News

by Grace Strohmeier

ON DEC. 21, twenty-six more Iowa State Home Economics students became alumnae. Ten of these graduates have been placed.

**Mildred Wilson**, M.S., Home Furnishing Specialist for Iowa State Extension Service; **Mary Eleanor Holme**, M. S., Blackburn College, Carlinville, Ill.; **Floy Jones**, M. S., Taylor High School, Taylor, Texas; **Mary Hayley**, M. S., Alabama College, Montevallo, Ala.; **Mary Reid**, M. S., Ligonier, Ind., High School; **Leah Weidman**, M. S., University of Indiana, Bloomington, Ind.

The following Bachelor of Science degree graduates have definite plans about the future:

Dietetic appointments for student training: **Winifred Rice**, Miami Valley Hospital, Dayton, Ohio, beginning Jan. 15; **Mary Scoltock**, Michael Reese Hospital, Chicago, Ill., beginning in February.

**Genevieve Colgan** is to be home demonstration agent for Buena Vista County with headquarters at Storm Lake after Jan. 10. **Zella Graves** will teach in the high school at Green Mountain.

Many graduates of former classes have also secured positions.

Those who have received appointments to the Farm Security Administration as assistant home management supervisors are **Alice Hamilton**, '38, for Ringgold and Decatur Counties in Iowa, and **Gayle Nelson**, '38, and **Mary Clark**, '38, in North Dakota.

**Janis Black**, '37, is the home demonstration agent in Sac and Ida Counties, and **Eleanor Rathke**, '38, in Cherokee and Plymouth Counties.

**Elizabeth Kubitz**, '38, is in the Home Service Department of the Commonwealth Edison Company in Chicago. During her first month of employment she acted as hostess in a model all-electric home. Now Miss Kubitz is working as home lighting advisor making lighting surveys, helping homemakers with their lighting problems and assisting in range demonstration.

Another equipment opening has been filled by **Dorothy Klauer**, '36, in the Gas Service Company, Kansas City, Mo. **Doris Ingle**, '37, was promoted to director of the company's Wichita home service department.

**Ruth Whiting**, '36, is with the American Home Magazine, New York City, as assistant to **Julia Bourne**, '30.

Recent changes in positions among M. S. graduates are as follows:

**Marie Bernds**, M. S. '37, formerly in research work at the University of Illinois, has been appointed to the staff of the Evaporated Milk Association in Chicago.

**Hattie Lundgren**, M. S. '30, has continued work at Temple University, Philadelphia, Pa. **Mary Klepinger**, M. S.

'31, is working at Miami University, Oxford, Ohio.

**Ruth Bergman**, '38, has worked in the art department of Mrs. Stover's Bungalow Candy Company, Kansas City, Mo., helping with Thanksgiving and Christmas advertising. She was married Dec. 28, to Marvin Soder, '37, of Kansas City.

Approximately 200 Iowa State graduates in Kansas City attended the December alumni banquet at which motion pictures of Iowa State's football team were shown.

## Explore your Vocation

(Continued from page 12)

Irene attended diabetic lectures, doctors' and staff meetings and studied other dining rooms of hotels in Rochester to get a general idea of their distinctive type and management.

TEACHING art and crafts in the Burr Oaks of Southern Wisconsin was the occupation of Ronny Ronningen, A. A. Grad., last summer. Exclusive in itself with riding horses, sailboats, a golf course and moving pictures, the camp was a joy to the heart of every young girl who attended.

In addition to teaching, Ronny illustrated the mimeographed newspaper which the girls edited. "The salary which I received," Ronny said, "was

a fixed amount, but from each year that you are asked back, the amount is raised thirty dollars. This next summer promises to be a truly exciting one as plans have been made to take everyone in camp to the New York World's Fair."

THE Highland Park Hotel in Grand Haven, Michigan, had as its waitresses last summer five women from Iowa State including Helen Grove, Cornelia Nelson, Alice Moore, Jean Veith and Marjorie Griswold Brown. A great majority of the guests were from St. Louis, Missouri and Louisville, Kentucky. Working the entire summer the women received a salary of an established amount which was increased by tips.

HOBBIES are a grand source of achievement for recommendation in a summer job provided you have cultivated them to a profitable extent. Sailing has been a hobby of Marjorie Campbell, H. Ec. Sr., ever since childhood. Last summer she was asked to teach sailing to the girls attending Camp Kechuwa, Michigamme, Michigan.

MUSIC is one of Jane Helser's admirable hobbies. Jane, a H. Ec. Sr., was selected music counselor for Camp Kamaji, a private camp for girls in Minnesota last summer. For two months Jane was in charge of Sunday vespers, special evening programs, serenades, the rhythm orchestra and all musical accompaniments. Other girls from Iowa State at Camp Kamaji were Ruth Marks, Ruth Kunerth, Mabel Sherril, Clara Bickford and Thelma Sydness.

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SUPPLEMENTED by a brisk and informative running commentary, letters of Mary Lyon present a picture of the social life in the 1800's and of the growth of a conviction in Miss Lyon's mind that women's education must be on the same bases as men's colleges.

Through these personal bits of Mary Lyon's own personality, one may see the romance of a pioneer woman's college, now Mt. Holyoke College, and the raising of \$40,000 from New England business men and farmers for its beginning. Through these letters is seen the fascinating story of the woman who founded that college and who has influenced education through all times.

*Mary Lyon Through Her Letters*, edited by Marion Lansing. Books, Inc., Boston. \$2.00.

SUCH ITEMS as mixing colours and preparing ink and colour blocks are discussed in *Colour Woodcuts* by John Platt, vice-president of the Society of Grover-Printers in Colour. Mr. Platt's objective in writing this book is to give a practical description of methods used in making the prints reproduced in the book and a few notes on design for colour wood-cut. There are 21 plates in the book by the author.

"Platt is a master equally of tool and language," says Campbell Dodgson, former Keeper of Prints and Drawings, British Museum, in the forward of *Colour Woodcuts*. And Dodgson adds, "He is technically fine."

*Colour Woodcuts*, by John Platt. Pilman and Sons, Ltd., London. 1938. \$1.75.

THE ordinary flower arrangement lifted to a thing of beauty—that is what John T. Arms and Dorothy N. Arms are fundamentally striving for in *Design in Flower Arrangement*. In clear, understandable language the authors discuss each essential step, choosing the material and container, relating the arrangement to the setting in which it will appear, analyzing the completed design. This book is of particular value to all who are interested in any phase of interior decoration.

*Design in Flower Arrangement*, by John T. Arms and Dorothy N. Arms. Macmillan, New York, \$2.75.

TO YOU as a would-be consumer comes a simplified, non-technical handbook with pros and cons on cooperatives, consumer credit, informative labeling, grade labeling, label protection and the like. *Consumers and the Market*, by Margaret Reid, associate professor of economics at Iowa State

## Behind Bright Jackets

College, is not concerned with specific rules but rather with practical issues.

In her three chapters on advertising come the points familiarly made by advertising critics: Information about goods is, for the most part, woefully incomplete; there are some "outright lies, false claims and mis-statements as to price and quality, fictitious testimonial experience;" and emotional appeals are used to "hypnotize buyers, dull their critical faculties, interfere with decisions based on information."

*Consumers and the Market*, by Margaret G. Reid, Crofts and Co., New York. 1938. \$3.75.

WITH every choice we make, whether it be which dress to wear or what food to eat, which job to take or which car to buy, though we may never have realized it, we are actually making consumption decisions. Elizabeth Ellis Hoyt, professor of economics and home management at Iowa State College, in *Consumption in Our Society* has tied up such decisions with economics, showing the relationship and the role of the latter in the solution of consumption problems.

In an understandable language the author delves into the psychological background of choice-making, and points out how what seem at first our own decisions are really the reactions of social groups on us.

*Consumption in Our Society*, by Elizabeth Ellis Hoyt. McGraw-Hill, New York, 1938. \$3.00.

THE LATE John Galsworthy was probably one of the most widely traveled of authors, and accompanying him on his sojourns into nearly every country in the world was his wife, Ada Galsworthy, author of *Over the Hills and Far Away*. Mrs. Galsworthy has put into book form her memories of those travels on land and sea—hiking among the Dolomites or riding the deserts in Arizona.

As one who has eaten "everywhere" she has included "An Interlude on Foods"—bits on restaurants and hotels where "one's pleasures lay in eating" and countries such as Morocco where the food is "most difficult."

Of encounters with the famous in art and literature amusing and exciting incidents follow in rapid succession. "In her memoirs Mrs. Galsworthy has written the ideal book of travel—entertaining, informative and distinguished by literary excellence."

*Over the Hills and Far Away*, by Ada Galsworthy. Scribner's, New York. 1938. \$4.00.

# Does Your Vocabulary Date You?

by Eleanor White



**I**F YOU'RE a modern woman who prefers modern methods of home-making and a modern home, you'll want to keep your vocabulary in step. Perhaps, you would like to start the new year by ousting worn-out household terms and bringing your vocabulary up-to-date.

Here are a few right and wrongs to add to your list of resolutions for the coming year. Monday is no longer the time to wash the family's dirty clothes in the washing machine but rather the time to **launder** their **soiled** clothes in the **washer**. Then when dry the clothes are not mangled but **pressed** in the **ironer**.

In the **preparation** (not getting) of meals one has a great opportunity to reform his vocabulary. The word ice-box went out with the old-style wooden box long ago. **Refrigerator** is correct whether referring to the automatic (gas or oil), mechanical (motor type), or the ice type.

Eggs are **cooked** not boiled. Instead of plugging a waffle iron or coffee pot in the wall plug, it is more correct to speak of **connecting** the **waffle maker** and **coffee maker** to the **convenience outlet**. Tea towels have disappeared as far as the name is concerned. Now the homemakers' drawers or the young women's hope chests contain **dish towels**, **glass towels** and **hand towels**. **Dish cloth** has likewise taken the place of dish rag.

Most shopping lists can stand some good reforming. Would you be guilty of making any of the following mistakes?

- 1 package wax paper
- 1 lb. English walnuts

- pay light bill
- price living room drapes
- oil mop
- electric sweeper

The first item is really known as **waxed paper**. There might be a little dissatisfaction in the price of the second item if one was supplied with it exactly as written. However, most store keepers know the average homemaker is not interested in imported walnuts; so he makes a safe substitution. If she wants to specify where her walnuts come from a homemaker would more correctly ask for **Califor-**

**nia walnuts**, but just walnuts will bring the same results.

No one is justified in speaking of a light bill, unless he uses electricity for lights and lights only. This is not likely in this day of innumerable small electrical appliances. So the bill including lights and all appliances is the **electric bill**. **Drapes** is a verb. You might drape your curtains back, but you hang **draperies**. To avoid misnaming a mop that is not oil we speak of all mops as **dustless**. For the same reason **vacuum sweeper** is preferable to electric sweeper.

(Continued from Page 5)

that it is not the laundering by household methods that makes the difference in the wear and tear on fabrics as is so often stated.

The title of Miss Robert's graduate thesis is "Effect of Home Laundry Methods as Measured by the Degradation of Certain Fabrics." She received her Master of Science Degree in Household Equipment in June 1938.

## Glazed Fabrics

Also related to textile deterioration is the study of the results of washing and cleaning treatments on glazed and lacquered fabrics. A crisp slip cover of glazed chintz is pleasing to see and lacquered taffeta evening gowns have beauty and glamour, but if such materials are to be truly popular their care and upkeep must be better understood to prolong their span of usage.

From a study, "The Weaving and Cleaning Quality of Glazed and Lacquered Fabrics," Miss Dorothy Dunmore, who received a Master of Science degree in July, 1938, found that the surface glaze of all such fabrics with the exception of oiled silk was more resistant to dry cleaning than laundering. The finish on tarlatan and glazed chiffon was instantly soluble in water while taffeta and glazed chintz were least of all affected by cleaning. Consequently careful upkeep means frequent dustings with a dry cloth; a few dry cleanings might be withstood but the fabrics should never be washed.

## For COLLEGE WEAR



Streamline your legs with  
**Belle-Sharmeer Stockings**  
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Crown Tested



**Rayon Prints**

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**STEPHENSON'S**

**FAMOUS for FABRICS**

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**fine photography**

## Our Fortune in Fashion

(Continued from page 4)

and tie-in promotions to stores. When the advertising manager moved to Calkins and Holden, advertising agency, Betty Chadwick went with him.

And she went to Europe, the fashion centers, to Vienna, where she went to a textile school, and to every continental town and city that would hold interesting accessories to blend with American fashions. If what she wanted wasn't available, she designed them, had them made up specially. For she was buying for a number of manufacturers and stores by this time. When she returned, she went to Franklin Simon's as copy-writer, to Nieman Marcus as buyer, subsequently to Lord and Taylor and James McCreery in merchandising capacities.

But at this point Miss Chadwick started blazing a trail. She began to sense the possibilities in cooperative merchandising of different types of products. What resulted was a job with Procter and Gamble and the present famous Ivory-washable campaign with its diversified manufacturer tie-ups. She's now at Compton Advertising agency carrying on this work and is handling one of the smartest and most intricate liaison jobs in the country. In another agency it's taking three strong men to manage a similar assignment!

Well, a job like that's really something when you get it, but they don't hire neophytes to carry that kind of gun. And Miss Chadwick's among the knowing executives who put their finger on the reason why it's so hard for inexperienced girls to get their first job, to break into a field such as fashion.

### Why Experience?

Here it is—in a capsule. Most newcomers don't regard a job as a job. They think it's self-expression for pay. They come to a job brimming with new ideas, impatient of existing ones. They know what's wrong with everything, want to introduce great innovations. They're often impatient and expect success fast. So fast that they disdain the beginning job they've got, concentrate only on the one they want to get. They're too personal. They can't sublimate themselves in the job, become a part of the smooth-functioning machinery. They thrash around trying to be an individual and manage to upset the routine of an office in the process. Now all that's pretty bad. For most bosses haven't time to play nursemaid to a girl's ego till she batters down and starts clicking in place.

So while fresh ideas are fine, they're valueless unless they come out of a thorough familiarity with the problem, which no novice has. So, advise these successful women, master existing methods before you try to improve on them. Figure that the people in the big jobs wouldn't have them or keep them—if they didn't know a thing or two. Not in this day of stiff competition! The fastest way to climb toward such jobs is



to perform daily on every small job that comes your way. Really perform. And no matter how hard you work at it, don't talk about it. It's results that interest the boss, not how you got them. Good performance brings added responsibility—and, Q. E. D., more pay.

### Prerequisites to Fashion

And preparation for this field? A good cultural background, first, plenty of history and art and economics. Any merchandising theory that you can get. Textiles. History of costume design. Advertising production, journalism. A close knowledge of what's going on in the world of books and plays and wars and explorations. They all have their influence on fashion. If possible, a good school like the new Tobe-Coburn School for Fashion Careers may give you some short-cuts.

But you really won't need them. If you have, or develop the qualities they seem to need in this strange business of fashion, they'll find you out, bring you in, even if they have to cross a continent to get there!



From the waiters at Memorial Union comes a helpful hint for the institution field. Glasses are always sent with bottoms up from the dish washing department. When a tray of glasses is to be used, instead of turning each glass over separately the Union waiters place another tray bottom side up on top of the glasses, grasp the two trays between the thumbs and forefingers and with a flip of the wrist the glasses are turned over. With the removal of the top tray the glasses are ready to be filled.



# KEEPING POSTED



AFTER STUDYING DATA COL-  
lected on 545 college freshmen at Iowa  
State College, Dwane R. Collins con-  
cluded that "Outside work done by  
students does not substantially affect  
their quality point average." The data  
included the quality point average  
earned by the students during the year  
and the total number of hours work, if  
any, for self-support. An ability rating  
was worked out to prevent any differ-  
ence in intelligence between the group  
which worked and the group which did  
not work from affecting the results.

PRACTICALLY ALL THE FUNDA-  
mental abilities contributing to safe  
driving decrease with age, according to  
Dr. Alan Canty, traffic psychotechnolo-  
gist. Most of these abilities, vision,  
hearing, strength, ability to judge dis-  
tance, resistance to glare, and reaction  
time, decrease after about the twenty-  
fifth year.

PSYCHOLOGISTS NO LONGER BE-  
lieve that an individual is born with a  
given amount of intelligence which can-  
not be changed for better or worse.  
Favorable educational experiences are  
responsible for a change in I. Q. ac-  
cording to Dr. Beth L. Wellman of the  
University of Iowa who proves her point

with children whose I. Q. improved from  
"average" rating to "genius."

STUDENTS OF NEW YORK UNI-  
versity definitely have the jitters and  
its all because they stay up too late and  
don't sit long enough, according to Dr.  
Alvin E. Belden, M. D., of the New York  
University Department of Sociology.

"I know many of my students socially  
as well as academically," declared Dr.  
Belden. "A majority of them are com-  
pletely bored or have the jitters. One  
half of New York's students play too  
hard and the other half work too hard,"  
he maintains.

A CONSULTING PSYCHOLOGIST  
said recently that most cases of emo-  
tional maladjustment are due to the  
fact that people will not accept them-  
selves. They resent their limitations;  
they want to be like someone else or  
even to be someone else. They keep day  
dreaming about what they would do if  
they had another's chance. And so dis-  
regarding their own possibilities they  
never make anything worth while out  
of themselves.

A COLLEGE OR A UNIVERSITY IS  
an institution which thinks of service to  
adolescents and adults in terms of their

needs rather than merely in terms of  
college degrees or credits, according to  
J. W. Studebaker, commissioner of Edu-  
cation. He also states that one of the  
biggest contributions that college can  
make is to turn out graduates who have  
been trained in the discussion of contro-  
versial issues.

ACCORDING TO A HAMBURG  
physician, many people suffer because  
they have given up singing. He advo-  
cates vocal exercises as a cure for many  
ailments. Much of the inflammation  
that we suffer can be cured, he con-  
tends, by singing before breakfast.

IOWA HAS A MORE EQUITABLE  
distribution of income than the United  
States as a whole. This conclusion was  
drawn by Dr. Margaret G. Reid, as-  
sociate professor of economics and soci-  
ology at Iowa State College, in her re-  
cent study of "Iowa Incomes as Re-  
ported in Income Tax Returns."

—Gay Starrak, editor

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this quarter. He'll give  
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**MEMORIAL UNION**

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Lake  
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**YOUNKERS**